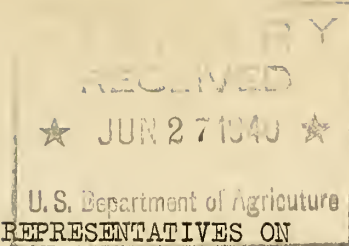


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SUMMARY OF DISCUSSIONS WITH EXTENSION AND AAA REPRESENTATIVES ON  
COORDINATION OF INFORMATIONAL WORK IN THE WIND EROSION AREA

For the purpose of discussing work to be done in the coordination of informational activities in the wind erosion area under the office of the USDA Coordinator at Amarillo, Mr. C. A. Bond, Special Assistant to the Coordinator, and Mr. Duncan Wall, Triple A Division of Information, visited State offices in Kansas, Oklahoma, Colorado, and New Mexico during the week beginning May 20, meeting members of the Extension Service and Triple A State staffs. The same subject had previously been discussed with Mr. Louis Franke, Texas Extension Service Editor, while in Washington. Mr. E. R. Honson, Regional Coordinator, and Miss Louise Evans from the regional information staff attended the Colorado meeting.

The purpose of the discussions was to develop more fully in collaboration with State extension services and State Triple A representatives the character of the work which Mr. Bond is expected to do as a part of the function of the USDA Coordinator. This subject was discussed in a general way at the Southern Plains Regional Agricultural Council meeting in Albuquerque, New Mexico, April 17 to 19.

Following is a summary of the discussions in the five States, with the differences in operations proposed in the various States.

Goals of Information Coordination

1. To help the informational and administrative workers of the cooperating Federal and State agencies operating the various phases of the total public program for assistance to farmers in stabilizing the agriculture of the Southern Plains in planning and issuing informational materials that will forward the total program and that will avoid giving the appearance of conflict among agencies operating different phases of the programs.

2. To prepare and cooperate with the appropriate agencies in issuing informational materials needed in the total educational effort connected with the public agricultural programs for the Southern Plains which cannot be prepared by any one agency.

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### Relationships

No change is contemplated affecting either the right of any agency operating in the area to initiate and distribute its informational materials dealing with the work of the particular agency or the present methods of agency information distribution. The fullest collaboration among all of the agencies operating in the area would be sought by means of frequent consultation, and the work would be carried out in full agreement with the different agencies.

### Methods

1. Personnel Conferences: The fullest possible coordination would be facilitated by thorough understanding on the part of each agency representative of the purposes and programs of each of the other agencies. Such understanding is necessary not only on the part of agency heads in the area but also on the part of personnel in the various counties, including both paid professional personnel and those farmers who have definite responsibility for parts of the various programs, such as Triple A committeemen or farmers with similar status in other programs. Such an understanding of the purposes and programs of other agencies on the part of each agency representative would automatically bring about greater consistency in the information given to the public through all sources and would result in better operation of the total program. Some means of personnel training might be considered, such as conferences of the personnel of various agencies in the counties. Whatever means of personnel training is used should be economical of time and funds, but effective in bringing about full understanding of the work of all the agencies. The machinery already existing in the form of land use planning committees which include agency personnel, county agricultural leaders' councils, county coordinating committees, inter-agency councils, or similar groups now set up, might be utilized for this purpose. If so, it should be necessary to do no more than direct their attention to a study of the programs of the different agencies which together make up the whole attack upon wind erosion area problems. Some definite responsibility for such direction should be fixed, and materials suitable to assist them in such a study should be prepared. This might be done through the Coordinator's office in collaboration with the Extension Service in the various States and the various agencies.

2. One of the services of the Special Assistant to the Coordinator could be the exchange of ideas, methods, and materials among informational representatives of the various agencies. The Special Assistant might be able to help in the preparation of master sets of natural-color slides





picturing wind erosion problems and the operations of the various programs. General picture lay-outs suitable for newspaper mats and other illustrative purposes might be worked out. Assistance might be given with exhibits at State, district, and county fairs. Pictographic and chart material might be prepared. The possibilities of the use of motion pictures also should be studied. Consideration might be given to the preparation of outlines for study and discussion. General feature-type material consisting of text and illustrations might be prepared for large national, regional, or State-wide publications or broadcasts covering the wind erosion area program as a whole. In the preparation and distribution of all such material, the principle of collaboration with and checking with representatives of the State Extension Services and the various other agencies should be preserved.

#### Discussion

In Kansas these general suggestions were discussed with Mr. Lisle Longsdorf, Extension Editor, and Mr. Walter Daly, Triple A State office assistant, who were to discuss them further with Dean Umberger and Mr. E. H. Loker, AAA executive assistant. It was agreed that it would be desirable to send carbons of general or over-all articles to State Extension editors and other agency information offices in advance of release so as to facilitate the inclusion of their suggestions and to inform them of prospective releases. It was further agreed that some of the material which might be produced by the Regional Coordinator's office could best be released through the news services of the Extension Service and that this should be done with such material. Mr. Longsdorf and Mr. Daly said that they would be glad to have Mr. Bond transmit to them informational materials and methods which were proving effective in other States. With regard to inter-agency personnel conferences, Mr. Longsdorf expressed the idea that the county land use planning committees might sponsor such conferences. He also thought there was some possibility of district conferences of personnel and said that this would be given consideration.

In Oklahoma the matter was discussed with Director Scholl, Mr. C. D. Walker, AAA administrative officer, Mr. Herb Graham, Extension Editor, and members of his staff, and with Mr. E. D. Hunter, Extension Economist. The discussion regarding the handling of press and radio material was not substantially different from that in Kansas. With regard to personnel conferences the Oklahoma group felt that county agricultural leaders' associations or councils now functioning in many Oklahoma counties should be utilized as a means of bringing about a study of the wind erosion area program as a whole.





In Colorado the matter was discussed with Director Anderson, Mr. Harry Simpson, Executive Assistant of the Triple A Committee, Mr. Glen Kinghorn, Extension Editor, and members of his information staff. Discussion regarding the handling of press and radio material was about the same as in other States. The Colorado group felt that the county coordinating committees which are already functioning in Colorado are to a large extent accomplishing the purposes intended in personnel training and that work of this type should be continued through the coordinating committees.

In New Mexico the matter was discussed with Mr. Paul M. McGuire, Associate Extension Editor, Mr. Fred O'Cheskey, Chairman, and Mr. C. F. Hemphill and Mr. Frank Lopez, members, of the State Triple A Committee. The New Mexico group thought that the land use planning committees in the counties, and the inter-agency councils, are already functioning as a means of personnel training and that this should be continued. The discussion regarding handling of press and radio material was about the same as elsewhere.

In Texas Mr. Franke indicated that he did not care to release from College Station any material carrying Amarillo date lines, and that it would be satisfactory with him for Mr. Bond to handle releases from Amarillo. Any releases that can be handled from College Station will be sent there for release through the Extension Editor. Mr. Bond and Mr. Wall met Mr. Parker Hanna, District Extension Agent, at Amarillo and discussed briefly with him the suggestions for personnel conferences. He indicated that he feels the county land use planning committees on which all of the operating agencies are represented are already carrying on inter-agency educational work and that this should be continued in this manner.

General: The preparation of a manual or handbook for the use of agency personnel and farmers who bear a direct responsibility in connection with one of the programs was discussed in all States and seemed to meet with approval. Such a manual would present for each agency the purposes outlined in the basic legislation directing its activities, the assistance it can give farmers in meeting wind erosion problems, and the methods of operation which it is currently following.

